

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 05084 290238Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 STR-07 /028 W
-----017690 290719Z /14

R 290213Z MAR 78
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 6543

UNCLAS TOKYO 05084

PASS USDOC WASHDC

E.O. 11652: NA
TAGS: ETEL, JA
SUBJECT: COLOR TELEVISION SETS AND CB TRANSCEIVERS:
JAPANESE EXPORTS FOR 1977 AND PROJECTIONS FOR 1978
SUMMARY. EXPORTS OF JAPANESE COLOR TV SETS TO U.S.,
WHICH FELL BY 28 PERCENT IN 1976, ARE EXPECTED TO
DECLINE FURTHER IN 1978 BY AN ESTIMATED 18 PERCENT,
IN LINE WITH LEVELS CALLED FOR IN OMA. ALTHOUGH SOME
PRODUCERS FEEL MARKET UPTURN IS ON THE WAY, JAPANESE
CB TRANSCEIVER EXPORTS TO U.S. ALSO EXPECTED TO
DECLINE BY 35-44 PERCENT IN 1978, FOLLOWING UPON
52.8 PERCENT DECLINE IN SUCH EXPORTS IN 1977. OVERALL
EXPORTS TO WORLD IN BOTH CATEGORIES ALSO EXPECTED TO
DECLINE IN 1978. SOURCE FOR THESE FIGURES WAS NIHON
KEIZAI SHIMBUN. EXPORT DATA FOR 1976 AND 1977 WAS
CONFIRMED BY INDUSTRY SOURCES WHO, HOWEVER, DECLINED TO
COMMENT ON ESTIMATED 1978 EXPORT FIGURES. FIGURES ARE
REPORTED AS BACKGROUND MATERIAL FOR USE IN MONITORING
JAPANESE COLOR TV AND CB TRANSCEIVER EXPORTS IN LIGHT
OF COLOR TV ORDERLY MARKETING AGREEMENT (OMA) AND
RECENT USITC DECISION ON CB TRANSCEIVERS. END SUMMARY.
1. NIHON KEIZAI SHIMBUN RECENTLY REPORTED FOLLOWING
EXPORT QUANTITY LEVELS FOR JAPANESE COLOR TV SETS AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 05084 290238Z

CB TRANSCEIVERS FOR 1977 AND ESTIMATES FOR 1978.

- 1977 PCT DECLINE (EST.) (EST.)
- EXPORTS OF 1977 EXP 1978 PCT DECLINE
- FROM 1976 EXPORTS OF 1978 EXP
- EXP FROM 1977 EXP
COLOR TV

--TO WORLD 4,420,000 15.8 4,000,000 10

--TO U.S. 2,130,000 28.0 1,750,000 18

CB TRANSCEIVER

--TO WORLD 8,140,000 47.5 6,000,000 26

--TO U.S. 6,200,000 52.8 3,500,000- 35-44

- 4,000,000

2. EXPORTS OF COLOR TV SETS TO THE U.S. IN 1977

DECLINED SHARPLY IN LINE WITH OMA, AND EXPORTS TO AUSTRALIA, CANADA AND BRAZIL ALSO REPORTEDLY FELL. EXPORTS TO THEMIDDLE EAST WERE UP STRONGLY, WHILE EXPORTS TO EUROPE REMAINED ON ABOUT THE SAME LEVEL AS 1976.

3. THE NIHON KEIZAI ARTICLE ALSO NOTED THAT SINCE MATSUSHITA AND SANYO ARE ALREADY PRODUCING COLOR TV SETS IN THE U.S., AND HITACHI AND TOSHIBA HAVE ANNOUNCED PLANS FOR U.S. PRODUCTION PLANTS, TOTAL SALES OF JAPANESE BRAND NAME COLOR TV SETS WILL PROBABLY INCREASE IN THE U.S. IN 1978 OVER 1977 LEVELS.

4. COLOR TV INDUSTRY SOURCES ARE SAID TO BE PESSIMISTIC ABOUT EXPORTS FOR 1978, AND HAVE DECIDED THAT 4,000,000 SETS IN TOTAL EXPORTS IS ABOUT AS GOOD AS THEY CAN EXPECT. THE ARTICLE NOTED THAT 1977 WAS THE FIRST YEAR IN WHICH JAPANESE EXPORTS OF COLOR TV SETS ACTUALLY UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TOKYO 05084 290238Z

FELL. IF THE NIHON KEIZAI ESTIMATE FOR 1978 IS CORRECT, EXPORTS WILL FALL AGAIN BY ABOUT 10 PERCENT.

5. THE CB TRANSCEIVER INDUSTRY, WHILE REPORTEDLY PESSIMISTIC IN VIEW OF THE DRAMATIC DROP IN EXPORTS TO THE U.S., IS SAID TO BELIEVE THAT THE WORST MAY NOW HAVE BEEN WEATHERED, AND THAT EXPORTS MAY BE HEADED FOR A SLOW-PACED RECOVERY. THE BIGGEST QUESTION MARK REMAINS DEMAND IN THE U.S. MARKET. NEVERTHELESS, THE NIHON KEIZAI ESTIMATE FOR CB TRANSCEIVER EXPORTS TO THE U.S. IN 1978 SHOWS A 35-44 PERCENT DROP FROM 1977 EXPORTS. INTERESTINGLY, COMPETITION FROMTHIRD COUNTRIES-- ESPECIALLY EAST ASIA LDC'S--WAS NOT CITED AS FACTOR IN JAPAN CB RADIO EXPORTS.

6. EMBASSY CHECKED NIHON KEIZAI ARTICLE WITH INDUSTRY SOURCES WHO CONFIRMED GENERAL THRUST OF STORY AND FIGURES THROUGH 1977. SOURCES WOULD NOT COMMENT ON RELIABILITY OF 1978 ESTIMATES. MANSFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION, EXPORTS
Control Number: n/a
Copy: SINGLE
Draft Date: 29 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TOKYO05084
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780135-1036
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780311/aaaaajes.tel
Line Count: 113
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6b9824b9-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3127476
Secure: OPEN
Status: NATIVE
Subject: COLOR TELEVISION SETS AND CB TRANSCEIVERS: JAPANESE EXPORTS FOR 1977 AND PROJECTIONS FOR 1978 SUMMARY.
EXPORTS OF JAPANESE COLOR TV SETS TO U.S.
TAGS: ETEL, ETRD, JA, US
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/6b9824b9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014